

# the guardian weekly

May 2012

**Level » Lower intermediate**  
**Style » Lesson plan**



Welcome to the Guardian Weekly's special news-based materials to support learners and teachers of English. Each month, the Guardian Weekly newspaper selects topical news articles that can be used to practise English language skills. The materials are graded for two levels: advanced and lower intermediate. These worksheets can be downloaded free from [guardian.co.uk/weekly/](http://guardian.co.uk/weekly/). You can also find more advice for teachers and learners from the Guardian Weekly's Learning English section on the site.

## 'Hope' sold to shoppers in charity push

Materials prepared by Janet Hardy-Gould

### Instructions

**Lesson focus:** reading; abstract nouns  
**Materials:** materials sheet, article, dictionaries  
**Time:** 50 minutes

**1** Establish the supermarket theme by putting up these words: *bill, buy, cash, chain, go on sale, go shopping, groceries, pay, sell, shelf, shopper, spend, supermarket branch, till*. Students divide them into verbs and nouns using dictionaries. Class feedback **8 mins**

**Answers: Verbs:** buy, go on sale, go shopping, pay, sell, spend. **Nouns:** bill, cash, chain, groceries, shelf, shopper, supermarket branch, till.

**2** Give out the article. Focus students on the headline, photo and caption. Establish *hope, charity push* and *wooden block*. Students read the article. Write up the beginning of the sentence: *The new product ...*. Elicit different endings eg *The new product is a wooden block/is sold for charity/is on sale in London*. **7 mins**

**3** Direct students to task 1. Students read the article again and decide if the sentences are true [T] or false [F]. Class feedback. **10 mins**

- a** [ ] Shoppers can find the blocks next to the groceries.
- b** [ ] The blocks are on sale at all supermarket chains.
- c** [ ] The money from the blocks goes to a charity.
- d** [ ] Customers pay for the blocks and take them home.
- e** [ ] People have given more money to charity since 2007.
- f** [ ] The new idea was created by an advertising agency.
- g** [ ] Shoppers can already buy blocks for children's charities.
- h** [ ] In future, people will be able to donate money

through cash machines.

**Answers: a T b F c T d F e F f T g F h T**

**4** *Hope* is an abstract noun. Students using dictionaries find abstract nouns for the adjectives in task 2. Class feedback.

**7 mins**

**a** beautiful **b** brave **c** caring **d** tolerant **e** educated **f** free  
**g** kind **h** peaceful **i** protected **j** strong **k** courageous  
**Answers: a** beauty **b** bravery **c** care **d** tolerance **e** education **f** freedom **g** kindness **h** peace **i** protection **j** strength **k** courage

**5** Elicit information about these charities: **a** the World Wildlife Fund **b** Unicef **c** the Red Cross/Crescent. In groups, students choose a word to go on a block for each charity. Class feedback. **8 mins**

**6** Students complete the sentences in task 3 using their own words. Follow up with pair/class discussion. **10 mins**

- a** I *would/wouldn't* buy one of the wooden blocks at a supermarket because ...
- b** I think the new scheme *will/won't* make a lot of money because ...
- c** The idea *could/couldn't* work in my *country/city* because ...

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## Student tasks

### 1 Read the article again and decide if these sentences are true [T] or false [F].

- a ☐ Shoppers can find the blocks next to the groceries.  
 b ☐ The blocks are on sale at all supermarket chains.  
 c ☐ The money from the blocks goes to a charity.  
 d ☐ Customers pay for the blocks and take them home.  
 e ☐ People have given more money to charity since 2007.  
 f ☐ The new idea was created by an advertising agency.  
 g ☐ Shoppers can already buy blocks for children's charities.  
 h ☐ In future, people will be able to donate money through cash machines.

### 2 Use your dictionary to find the abstract nouns for these adjectives.

- a beautiful  b brave   
 c caring  d tolerant   
 e educated  f free   
 g kind  h peaceful   
 i protected  j strong   
 k courageous

### 3 Complete these sentences using your own words.

a I *would/wouldn't* buy one of the wooden blocks at a supermarket because ...

b I think the new scheme *will/won't* make a lot of money because ...

c The idea *could/couldn't* work in my *country/city* because ...



Wooden blocks go on sale in London Graeme Robertson

## Article: 'Hope' sold to shoppers in charity push

- 1 A supermarket in north London has started selling "hope" next to its baked beans and bananas, in the latest plan to persuade people to give more money to charity.
- 2 Small wooden blocks branded with the word "hope" have been put among groceries at branches of the Budgens supermarket chain in north London. Shoppers will be encouraged to take them to the till, where they will pay \$1.60 per block. Budgens will give the money to the Alzheimer's Society and the block will be returned to the shelf.
- 3 The idea is aimed at stopping the fall in UK charity donations. Since the start of the economic downturn in 2007, donations to the country's 1,000 biggest charities have fallen from \$17.9bn to \$13.9bn, according to the Charities Aid Foundation.
- 4 "We are putting charitable giving into people's everyday routines," said Simon Horton, part of the team at the advertising agency that created the "hope" idea. "Everyone goes shopping and while you are spending money it is easy to put £1 [\$1.60] on your bill ... You are buying a bit of hope in the same way that you are buying your beans."
- 5 Horton said if the idea took off, the blocks could be branded for different charities and distributed appropriately in shops. For example, blocks for children's charities could be put next to baby food or nappies.
- 6 "Customers are very focused when they come into the supermarket," said Andrew Thornton, owner of the north London Budgens branches. "So it makes sense that this method of donating is very quick."
- 7 The plan is part of a growing interest among charities in how to link charitable giving to people's spending habits. In future, supermarket shoppers may be encouraged to round up their bills to the nearest pound for charity. Bank machines will also be changed so that people can donate money when they take out cash.

Original article by Robert Booth, rewritten by Janet Hardy-Gould